



## City of Vernon Public Information and Participation Program 2011-2012



**Stormwater Compliance Seminar:** The City of Vernon Health & Environmental Control Department (HECD) hosted, and presented pollution prevention information at, a Stormwater Business Compliance Seminar. The seminar included participation from the Vernon Chamber of Commerce, Vernon businesses, Vernon Community Services and Water Department (CSWD), and the Los Angeles Regional Water Quality Control Board. Attendance was better than expected which suggests that businesses understand they play an important role in protecting the environment.



**Stormwater Compliance Assistance:** The City of Vernon continues to provide one-on-one stormwater permit consultations for General Industrial Activity Stormwater Permit holders. HECD inspectors conduct a walkthrough of the facility and discuss stormwater concerns and potential improvements to the facility's stormwater pollution prevention plan. This business assistance service has been increasingly popular as most local businesses turn to the City of Vernon for guidance in complying with their General Industrial Activity Stormwater Permit.

**Participation in Public Schools:** The Sustainability Program Manager of HECD participated in the Vernon School Earth Day Event. The event provided students with an opportunity to participate in five environmentally themed learning stations. The learning occurred through crafts, hands-on learning, games and activities. The five stations included The Importance of Trees, SCDC Mobile Technology Center, Edible Earth Parfait, Earth Day Environmental Jeopardy Quiz and Recycling Rescue Relay.

**E-Waste Collection:** The HECD hosted another e-waste collection event. Although the state of the economy has encouraged more business owners to repair rather than replace outdated equipment, businesses continue to take advantage of this public service to prevent electronic waste from going to our landfills.



**Outreach on Regulations:** The Vernon HECD also distributed a reverse 911 facsimile and e-mail message to all Vernon businesses advising them of the public review and comment period for the Draft General Industrial Activity Stormwater Permit (GIASP). The City of Vernon provided educational support to help business owners and operators understand the technical language and potential impacts of the draft GIASP.

**Earth Day Event:** Vernon HECD is coordinating its second Annual Earth Day Open House. The first Earth Day Open House, held in 2011, included representatives from the Vernon Chamber of Commerce, several Vernon Businesses, Vernon Light and Power Department, and LA Metro. The 2011 cooperative event turned out to be very well attended and highly successful.

**Stormwater Drain Identification:** To supplement the City's existing storm drain stencil loan program, the Vernon HECD and CSWD has initiated a new program of installing stainless steel storm drain markers on private property catch basins. This complimentary service is a long term alternative to the traditional stenciling of the popular "No Dumping, Drains to Ocean" warning to storm drain catch basins which typically require re-stenciling yearly.

**Sustainability Action Plan:** The HECD has completed, and Vernon City Council has approved, the nation's first municipal Sustainability Action Plan (SAP). The SAP is intended to be a living document that will guide the City in developing and maintaining its sustainable infrastructure and minimizing its carbon footprint.

**Recycling Market Development:** The City of Vernon is a member of the Los Angeles County Recycling Market Development Zone (RMDZ) Program. The RMDZ Program combines recycling with economic development to fuel new businesses, expand existing ones, create jobs, and divert waste from landfills.

HECD presented stormwater compliance and sustainability information at the Food Industry Bureau Roundtable (FIBR) Annual Conference. Although this consortium is a regional organization of food manufacturers, the City of Vernon understands the importance that Vernon's responsibilities do not stop at the city limits.

The HECD also conducted a presentation on Vernon's Sustainability Program at the first Green Urban Manufacturing Initiative (GUMI) Roundtable. GUMI is a regional effort to educate and encourage businesses to reduce their carbon footprint.

The Vernon HECD sponsors the Sustainable Development and Energy Efficiency Commission (SDEEC). The purpose of the commission is to facilitate dialogue and understanding between Vernon businesses, environmental justice groups, labor groups, the City of Vernon, and other environmental regulators towards our mutual goal of a sustainable future.

The Vernon HECD provided a presentation, to SDEEC, which focused on the potential impacts of the tentative MS4 Permit to local businesses.

The City of Vernon continues to promote its Used Oil Recycling Program. The local school staff, students, and teachers play a key role in the success of the program. The program is supported and sponsored by many Vernon businesses in addition to Cal Recycle.

The Vernon HECD published, in several local newspapers, an article highlighting its environmental protection efforts.